

ORDER



Orders
Order / Rev: 169984 - 1
Alt Order #: 08406550
Product Desc: JAY INSLEE FOR GOV
Estimate: 7822
Flight Dates: 10/02/16 - 10/10/16
Original Date / Rev: 09/30/16 / 10/07/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 100 N. 20th St. #201
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Inslee/Gov/D/Wash
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	57	\$9,510.00	\$8,083.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	57	\$9,510.00	\$8,083.50	0.00
Totals	57	\$9,510.00	\$8,083.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXLY	12%	\$9,510.00
Market	100%	\$79,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$6,340.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$41,210.00
KREM	28%	\$22,190.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/03/16	10/07/16	7-9a GMA	CM	7-9a	MTWTF--	:30	10	\$160.00	P-2	0.00	NM	10	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--			10			\$160.00		0.00			
2	KXLY	10/10/16	10/10/16		CM	7-9a	2-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00

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Alt Order #: 08406550
Flight Dates: 10/02/16 - 10/10/16

Advertiser: Inslee/Gov/D/Wash
Product Desc: JAY INSLEE FOR GOV
Estimate: 7822
KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-9a GMA GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	2-----	2		\$160.00		0.00						
3	KXLY	10/03/16	10/07/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	5		\$175.00		0.00						
4	KXLY	10/10/16	10/10/16	630-7a GMNW	CM	630-7a	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	1-----	1		\$175.00		0.00						
5	KXLY	10/03/16	10/07/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	5	\$160.00	P-2	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	5		\$160.00		0.00						
6	KXLY	10/10/16	10/10/16	6-630a GMNW	CM	6-630a	1-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	1-----	1		\$160.00		0.00						
7	KXLY	10/03/16	10/07/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	5	\$90.00	P-2	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	5		\$90.00		0.00						
8	KXLY	10/10/16	10/10/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	1-----	1		\$90.00		0.00						
9	KXLY	10/02/16	10/09/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$85.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/26/16	10/02/16	-----1	1		\$85.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KXLY	09/26/16-10/02/16		5p Su News	5-530p		-----Su	:30	(\$85.00)		0.00	NM			
Credited															
Week:		10/03/16	10/09/16	-----1	1		\$85.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KXLY	10/03/16-10/09/16		5p Su News	5-530p		-----Su	:30	(\$85.00)		0.00	NM			
Credited															
10	KXLY	10/03/16	10/07/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	5		\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KXLY	10/03/16-10/09/16		6-630p M-F	6-630p		MTWThF----	:30	(\$175.00)		0.00	NM			
Credited															
11	KXLY	10/10/16	10/10/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	1-----	1		\$175.00		0.00						
12	KXLY	10/04/16	10/04/16	630-7p M-F M-F News @630p	CM	630-7p	-1-----	:30	1	\$155.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-1-----	1		\$155.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KXLY	10/03/16-10/09/16		630-7p M-F	630-7p		-T-----	:30	(\$155.00)		0.00	NM			
Credited															
13	KXLY	10/06/16	10/06/16	630-7p M-F M-F News @630p	CM	630-7p	---1---	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00

